

U.S. Environmental Protection Agency's (U.S. EPA):

# ENERGY STAR Commercial Food Service Stakeholder Workshop

Before taking your seat, please:

- Sign in
- Find a seat around the table before the perimeter of the room





# Today's Objective

Build relationships for leveraging the ENERGY STAR brand, tools, and partner network to influence more customers to purchase energy efficient equipment.

## Topic's we'll explore:

- The ENERGY STAR Advantage for Commercial Kitchens
- What it Looks Like to Leverage ENERGY STAR in the CFS Marketplace
- Connecting Utilities and the CFS Distribution Channel through Midstream Rebates

# Introductions

- **Maureen McNamara, U.S. EPA**
  - ENERGY STAR Utility Sector Lead
- **Tanja Crk, U.S. EPA**
  - *Future* ENERGY STAR CFS Lead
- **Carly Burke, ICF**
  - ENERGY STAR CFS Marketing and Outreach
  - ENERGY STAR Southwest Utility Liaison
- **Adam Spitz, ICF**
  - ENERGY STAR CFS Product Specification Development





# Special thank you!



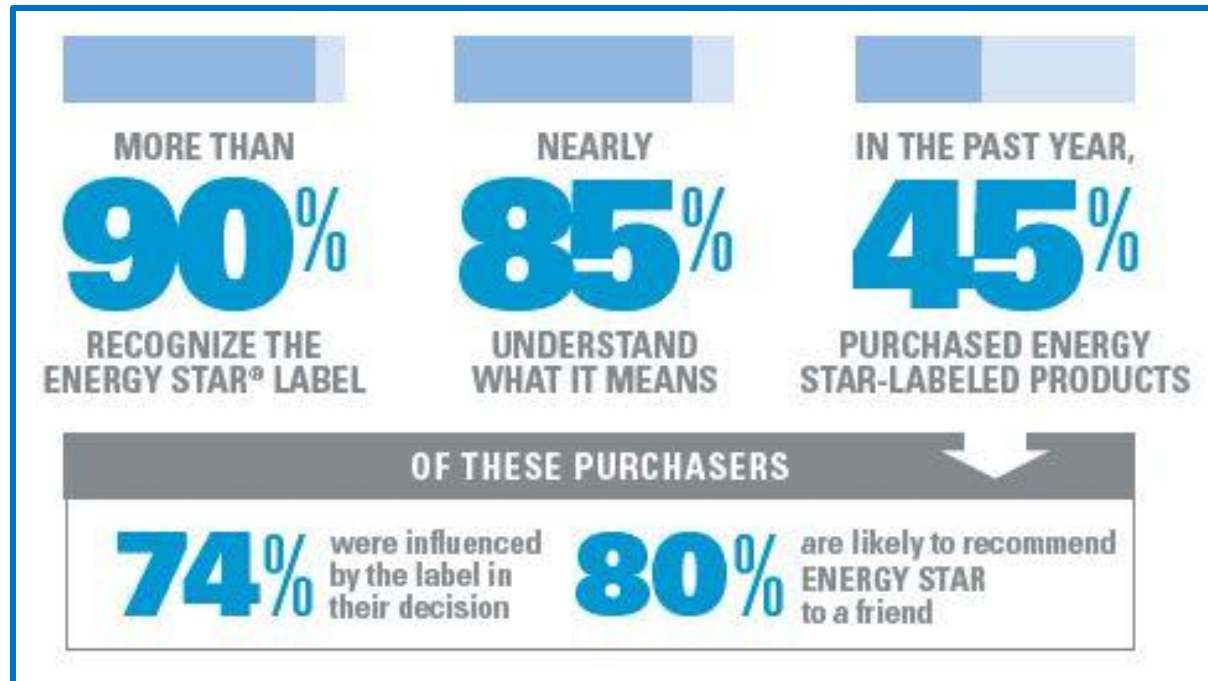
## ***Roundtable of Introductions:***

Share your name, organization, and title

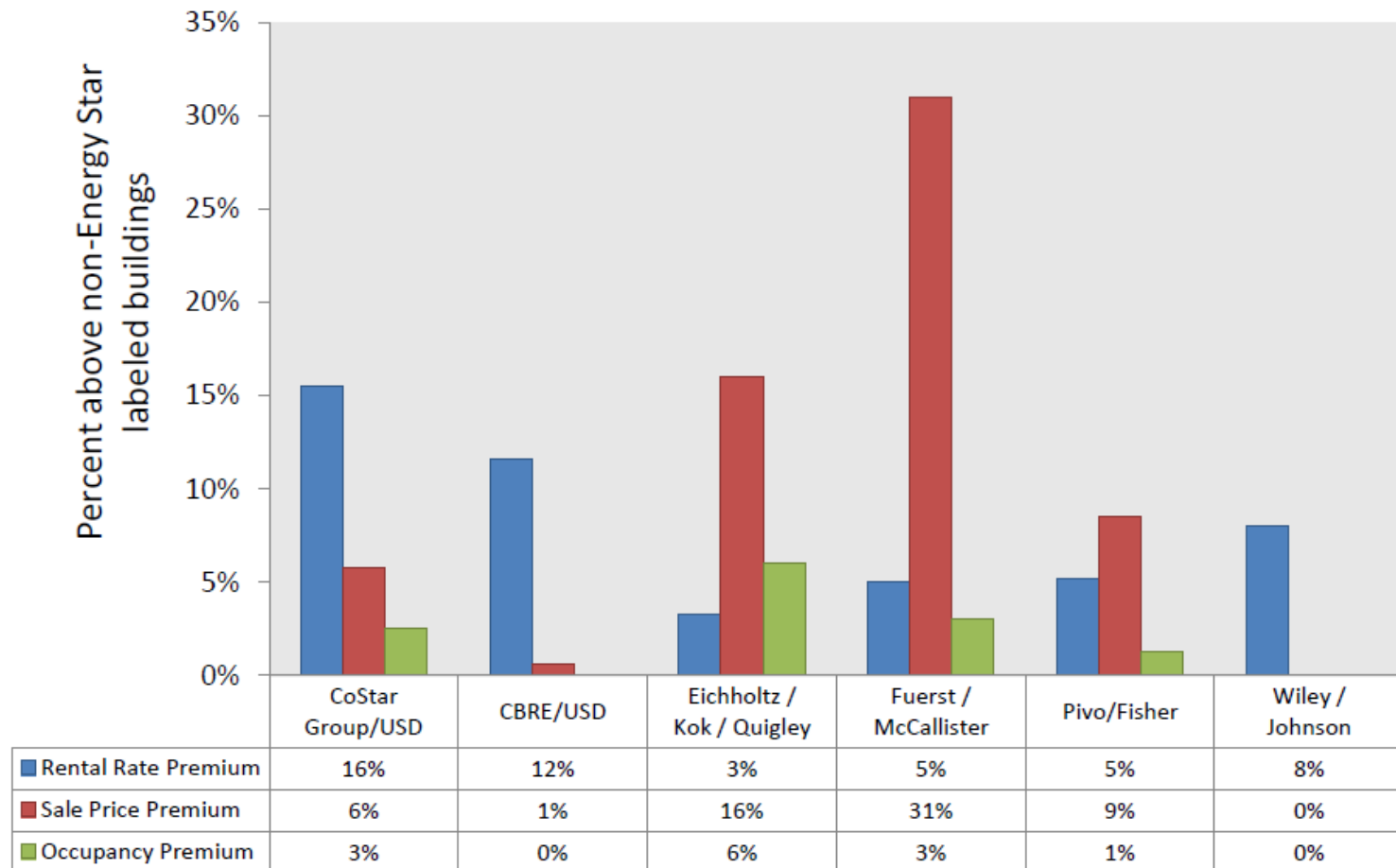
# The ENERGY STAR Advantage for Commercial Kitchens



## ENERGY STAR's Value in the Marketplace



# Market Value of ENERGY STAR Buildings





## Interesting Findings from Non-Federal Sources

Precourt Energy Efficiency Center, *Experiments with Appliance Choice*:

- ENERGY STAR label increases the activity in the *nucleus accumbens*, part of the brain's "reward pathway" associated with positive emotions (as evaluated using Functional Magnetic Resonance Imaging or fMRI).
- Reward pathway activation while evaluating an appliance (e.g. CFL light bulb) positively predicts purchasing both with fMRI and in 1,550 person nationwide sample.

## Interesting Findings from Non-Federal Sources

JD Powers, 2016 Utility Products and Services Study as reported in AESP 2016 Magazine:

- Customers who participate in energy efficiency-oriented programs are **much more satisfied with their utility**.
- Overall Customer Satisfaction Index (CSI) for those who received a rebate for an **ENERGY STAR-certified appliance was 750** compared to average CSI of 663.





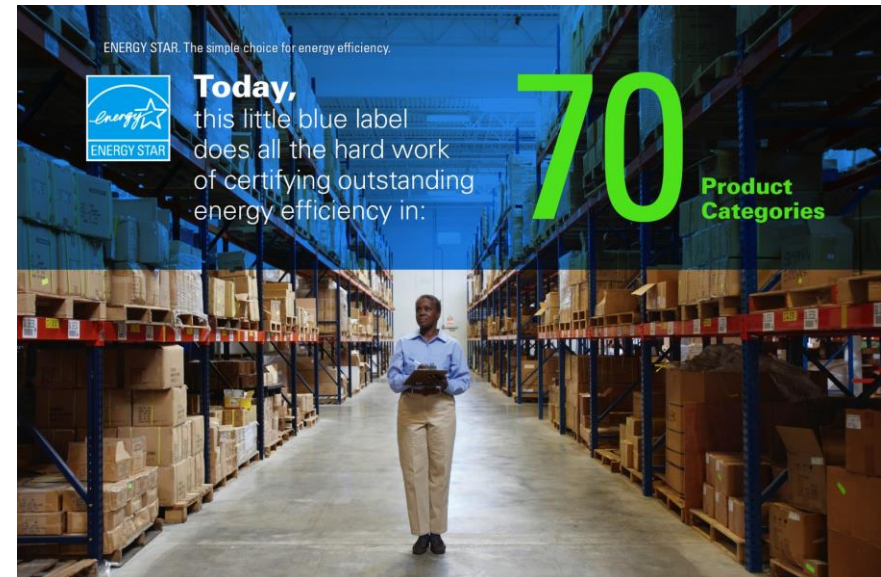
## *What do you all think?*

How can we leverage ENERGY STAR awareness in residential products and commercial buildings to create momentum for CFS equipment?

# ENERGY STAR Commercial Kitchen Equipment

ENERGY STAR certification for nine commercial food service product categories:

- Dishwashers
- Fryers
- Griddles
- Hot Food Holding Cabinets
- Ice Makers
- Ovens
- Refrigerators and Freezers
- Steam Cookers
- Coffee Brewers





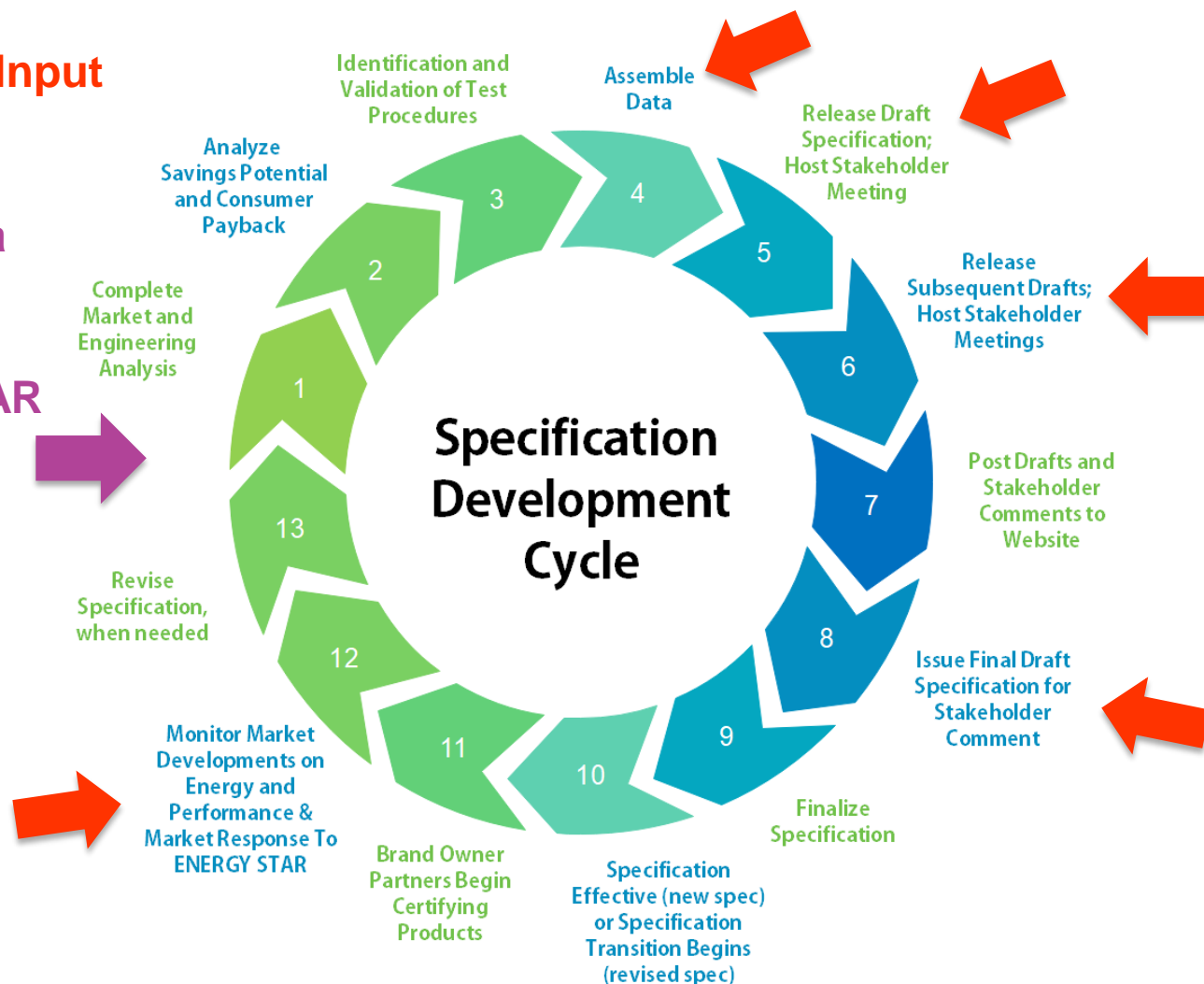
## ***Raise of Hands***

Who here has participated in an ENERGY STAR  
specification development process?

# ENERGY STAR Specification Development Process

## Stakeholder Input

Industry data  
needed to  
explore new  
ENERGY STAR  
categories



# ENERGY STAR Tools & Resources

Each product category has buying guidance, a sell sheet, and is searchable on the certified product list.

**COMMERCIAL DISHWASHERS** For Partners

OVERVIEW SPECIFICATION BUYING GUIDANCE

Commercial dishwashers are used in almost all establishments that use non-disposable dishes, glassware, and utensils, such as restaurants, bars, schools, hospitals, nursing homes, churches, and institutional cafeterias. The commercial dishwasher is able to clean and sanitize a high quantity of kitchen wares in a very short time by utilizing hot water, soap, rinse chemicals, and significant amounts of energy. Size requirements for commercial dishwashing machines can be calculated by estimating the number of individuals served by the food service establishment. This information is a key determinant of the type of dishwasher that is most suited for a facility.

Commercial dishwashers that have earned the ENERGY STAR are on average 40 percent more energy- and water-efficient than standard models.

High and low temp stationary rack machines (undercounter, single tank door type, pot, pan, and utensil, and glasswashing) and conveyor machines (rack and rackless/light type, single and multiple tank) are all eligible for the ENERGY STAR. Certified models must meet maximum water consumption requirements during the final rinse and use less energy while idling between wash cycles.

Related Information

- ENERGY STAR Guidelines for Commercial Dishwashers
- Equipment Savings Fact Sheet (PDF, 478KB)

[www.energystar.gov/CFS](http://www.energystar.gov/CFS)

Commercial dishwashers can save businesses an average of 40% on energy and water costs.

**ENERGY STAR® Commercial Food Service Newsletter—Fall 2017**

**Fall 2017 Specification Updates**

The Environmental Protection Agency (EPA) regularly updates ENERGY STAR product specifications. The following information includes some new/updated criteria as you prepare for upcoming specification changes and manage your inventory of ENERGY STAR certified products.

Recent and upcoming specification activities include:

- ENERGY STAR Commercial Ice Makers V1.0
- ENERGY STAR Commercial Dishwashers V1.0

For more information regarding the ENERGY STAR specification process or additional CFS equipment updates, visit [www.energystar.gov/productfinder](http://www.energystar.gov/productfinder).

**Increase Sales with ENERGY STAR's Complimentary Materials**

The 2017 Guide to Cafés, Restaurants, and Institutional Kitchens, the product sell sheets, and Equipment Savings Overview are all complimentary. Making you can get your logo on the ENERGY STAR Guide, increase sales and encourage all partners to take advantage.

**Find and Compare Products**

Find product models that have earned the ENERGY STAR and compare features, savings and more to optimize your purchase.

**ENERGY STAR Certified Commercial Fryers** Visit the Commercial Fryers page for usage tips and buying guidelines.

**Filter Your Results** 132 Records Found

Sort by Brand Name

Filter by keyword

**Anetsberger LLC - AEH18**

Type: Large Vat (40) Fuel Type: Electric  
Width (in.): 18 Shortening Capacity (lbs): 90  
Energy Use (Idle Energy Rate) (Watts): 1059

**Filter by Type**

- Large Vat (40)
- Split Vat (4)
- Standard Vat (88)
- Do not filter

**Filter by Brand Name**

- Anetsberger LLC
- Electrolux (1)
- Frymaster (20)

[www.energystar.gov/productfinder](http://www.energystar.gov/productfinder)

**Find Product Rebates & Other Special Offers**

Enter your zip code in the box below to find rebates and other special offers available in your area.

- 1 Enter your zip code to see a list of rebates and offers in your area.
- 2 Narrow the results to the product categories of interest to you.
- 3 Connect to utility websites for details on how to cash in.

Enter your zip code to begin. All Zip Codes **FIND REBATES**

[www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder)

**LEARN MORE AT [energystar.gov](http://energystar.gov)**

**BENEFITS OF ENERGY STAR® CERTIFIED COMMERCIAL FOOD SERVICE (CFS) EQUIPMENT**

Commercial Fryers that have earned the ENERGY STAR are approximately 20 percent more energy efficient than standard models. Large vat fryers that have earned the ENERGY STAR use up to 34 percent more energy efficient than standard models. To meet the strict efficiency requirements developed by the U.S. Environmental Protection Agency's ENERGY STAR program, manufacturers use high quality components and employ innovative designs.

**Eligible Products:** Gas and electric open deep-fat fryers, including standard frypot sizes 12 inches and 18 inches wide and large vat fryers (18 to 36 inches wide). Countertop and floor type models are eligible for the ENERGY STAR.

**Ineligible Products:** Closed vat fryers and fryers with side mounting >12 inches wide or >24 inches wide.

**EXAMPLES OF TECHNICAL APPROACHES TO REDUCE ENERGY CONSUMPTION**

- Advanced gas heat exchanger designs
- Advanced electrical heat transfer technologies
- Thermistors with improved accuracy
- Programmable electric coils

**EXAMPLES OF ADDITIONAL BENEFITS**

- Continuous production capacity & higher gross-per-hour production rates
- Quicker recovery, allowing for continuous production
- Improved oil conservation and management, improved ease of cleaning
- Extended product lifetime

**ESTIMATED ENERGY AND COST SAVINGS FOR ENERGY STAR CERTIFIED MODELS**

Gas Models	Electric Models
<ul style="list-style-type: none"> <li>\$440/\$250 Standard/Large Vat Annual Savings</li> <li>Saves 20/28 Standard/Large Vat kWh/year</li> <li>\$1,400/\$230 Standard/Large Vat Lifetime Savings</li> </ul>	<ul style="list-style-type: none"> <li>\$190/\$130 Standard/Large Vat Annual Savings</li> <li>Saves 1,000/1,700 Standard/Large Vat kWh/year</li> </ul>

Incentives available for ENERGY STAR certified fryers range from **\$66-\$1,200**

Source: ENERGY STAR Commercial Food Service Technical Data

[www.energystar.gov/marketing\\_materials](http://www.energystar.gov/marketing_materials)

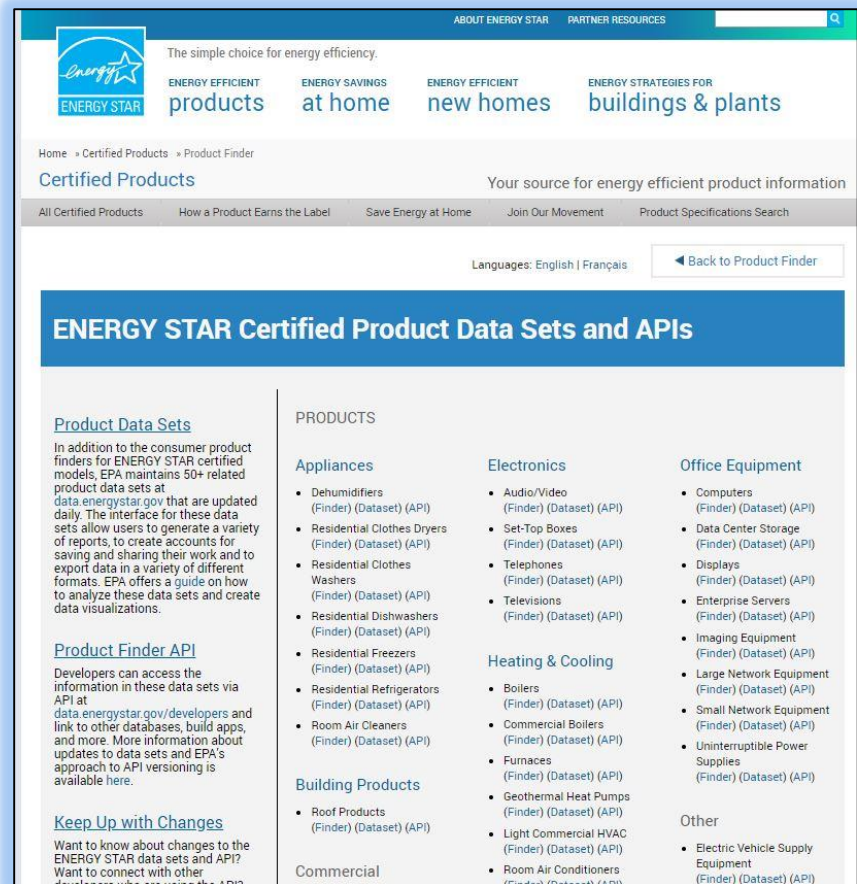
**ENERGY STAR® Guide for Cafés, Restaurants, and Institutional Kitchens**

**EPA Environmental Protection**

**ENERGY STAR**

# ENERGY STAR Product Data Sets and APIs

- **Product Data Sets:** Generate reports, share and save work, export data – visit [data.energystar.gov](https://data.energystar.gov)
- **Product Finder API:** Developers can use data and link to external databases, build apps, etc.
- **Keep up with ENERGY STAR's data sets:** Join ENERGY STAR Products API Google Group to hear updates and connect with developers.



The screenshot shows the ENERGY STAR website's 'Certified Products' section. The header includes the ENERGY STAR logo and navigation links like 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES'. The main content area is titled 'ENERGY STAR Certified Product Data Sets and APIs'. It features three columns of product categories, each with a list of products and links to finders, datasets, and APIs. The categories include Appliances, Electronics, Office Equipment, Heating & Cooling, Building Products, and Commercial. Each category lists specific products like Dehumidifiers, Residential Clothes Dryers, Audio/Video, Set-Top Boxes, etc., with links to finders, datasets, and APIs.

**Product Data Sets**  
In addition to the consumer product finders for ENERGY STAR certified models, EPA maintains 50+ related product data sets at [data.energystar.gov](https://data.energystar.gov) that are updated daily. The interface for these data sets allow users to generate a variety of reports, to create accounts for saving and sharing their work and to export data in a variety of different formats. EPA offers a guide on how to analyze these data sets and create data visualizations.

**Product Finder API**  
Developers can access the information in these data sets via API at [data.energystar.gov/developers](https://data.energystar.gov/developers) and link to other databases, build apps, and more. More information about updates to data sets and EPA's approach to API versioning is available here.

**Keep Up with Changes**  
Want to know about changes to the ENERGY STAR data sets and API? Want to connect with other developers who are using the API?

**PRODUCTS**

**Appliances**

- Dehumidifiers (Finder) (Dataset) (API)
- Residential Clothes Dryers (Finder) (Dataset) (API)
- Residential Clothes Washers (Finder) (Dataset) (API)
- Residential Dishwashers (Finder) (Dataset) (API)
- Residential Freezers (Finder) (Dataset) (API)
- Residential Refrigerators (Finder) (Dataset) (API)
- Room Air Cleaners (Finder) (Dataset) (API)

**Building Products**

- Roof Products (Finder) (Dataset) (API)

**Commercial**

**Electronics**

- Audio/Video (Finder) (Dataset) (API)
- Set-Top Boxes (Finder) (Dataset) (API)
- Telephones (Finder) (Dataset) (API)
- Televisions (Finder) (Dataset) (API)

**Heating & Cooling**

- Boilers (Finder) (Dataset) (API)
- Commercial Boilers (Finder) (Dataset) (API)
- Furnaces (Finder) (Dataset) (API)
- Geothermal Heat Pumps (Finder) (Dataset) (API)
- Light Commercial HVAC (Finder) (Dataset) (API)
- Room Air Conditioners (Finder) (Dataset) (API)

**Office Equipment**

- Computers (Finder) (Dataset) (API)
- Data Center Storage (Finder) (Dataset) (API)
- Displays (Finder) (Dataset) (API)
- Enterprise Servers (Finder) (Dataset) (API)
- Imaging Equipment (Finder) (Dataset) (API)
- Large Network Equipment (Finder) (Dataset) (API)
- Small Network Equipment (Finder) (Dataset) (API)
- Uninterruptible Power Supplies (Finder) (Dataset) (API)

**Other**

- Electric Vehicle Supply Equipment (Finder) (Dataset) (API)



# Where to Buy List for Dealers and Distributors

## Did you know?

- Dealers and distributors can join as ENERGY STAR Partners

**Sneak Peak**

## Partnership means:

- Marketing support and resources
- Leverage** the **ENERGY STAR logo** to increase sales
- Join** a network of over **2,000 manufacturing partners**, **2,600 retail partners**, and **700 utilities**
- Updates on ENERGY STAR **products** to better **inform customers**

Home » About ENERGY STAR » Retailers: Join

About ENERGY STAR

Why ENERGY STAR   Origins & Mission   ENERGY STAR

[www.energystar.gov/join](http://www.energystar.gov/join)

Retailers: Join

Eligible Organizations for Retailers/Etailing:

A retail organization selling, marketing, and promoting ENERGY STAR qualified products. Retail organizations can include independent retailers, national chains, buying groups, and online merchants. If you are a member of a buying group, please contact your buying group headquarters to find out how it is promoting ENERGY STAR.

To become a partner with ENERGY STAR:

1. Download and review the ENERGY STAR Partnership Agreement (PDF, 738 KB). Once you have reviewed, fill out the fields on page 1. Sign the Partnership Agreement.

ABOUT ENERGY STAR   PARTNER RESOURCES

The simple choice for energy efficiency.

ENERGY EFFICIENT products   ENERGY SAVINGS at home   ENERGY EFFICIENT new homes   ENERGY STRATEGIES FOR buildings & plants

Home » ENERGY STAR Commercial Food Service (CFS) Dealer & Distributor Store Locator

Certified Products   Your source for energy efficient product information

All Certified Products   How a Product Earns the Label   Save Energy at Home   Join Our Movement   Product Specifications Search

### Commercial Food Service : Dealer & Distributor Store Locator

Enter your zip code in the box below to locate dealers and distributors in your area.

- 1 Enter your zip code to see a list of nearest dealers and distributors.
- 2 Narrow the results to the product categories of interest to you.
- 3 Contact dealers and distributors via provided contact information.

Enter your zip code to begin  [FIND DEALERS & DISTRIBUTORS](#)

6 Partners found (within 100 miles)

The links below will take you to Web sites external to the energystar.gov domain. [EXIT](#)

Filter Your Results


Distribution locations for **All Things Restaurant**

**A** All Things Restaurant  
12609 OH-113  
Wakeman, OH


Contact Information  
Brad Crow : brad@atrin.us

# Dealer and Distributor Toolkit

- **Purpose:** To arm you with information on ENERGY STAR, making you the expert on selling energy efficient equipment.
- **How it was created:**
  - “Shadowed” and interviewed dealers to understand what information is helpful when selling ENERGY STAR certified equipment.
- **How to use it:**
  - Distribute to employees
  - Use it during training sessions
  - Cobrand it with your logo
  - Ask for our PowerPoint version



**ENERGY STAR®**  
**Dealer & Distributor Toolkit**

The simple choice for energy efficiency.  


### Selling ENERGY STAR CFS Equipment

**Step 1: Identify the ENERGY STAR Products Available**

There are nine ENERGY STAR certified CFS product categories. Click on the product categories below to view the ENERGY STAR sell sheet. The sell sheets contain facts on the specification and the energy / water savings associated with each product, allowing you to promote ENERGY STAR equipment.

ENERGY STAR Commercial Product Sell Sheets

- Refrigerators & Freezers
- Dishwashers
- Steam Cookers
- Fryers
- Coffee Brewers
- Ovens
- Ice Makers
- Griddles
- Hot Food Holding Cabinets

The ENERGY STAR Product Finder will help you develop a list of certified products for your customers' specific needs. Follow these steps to determine what ENERGY STAR products are available within each product category:

**How to Use the ENERGY STAR Product Finder:**


1. Visit the [ENERGY STAR Product Finder](#)
2. Select either Commercial Food Service Equipment or one of the nine CFS product categories.
3. Review the results and if needed, filter your results further by "Type," "Brand Name," or other key product features. *Optional: Compare up to 4 different products.*
4. Make informed recommendations about ENERGY STAR certified products to your customer.

**DID YOU KNOW**  
The **ENERGY STAR Product Finder** is a searchable online database of ENERGY STAR certified products. The Product Finder is updated daily.

**Step 2: Determine the Customer's Return on Investment (ROI)**

Provide your customer with an estimated operating cost and the potential energy and water savings achievable with ENERGY STAR certified equipment.

1. Visit the [ENERGY STAR CFS Equipment Calculator](#).
2. On the first tab titled, "INPUTS," enter where the equipment will be used (select the U.S. average or a specific state).
3. Then, enter the quantity of kitchen equipment that your customer is planning to purchase (all nine ENERGY STAR product categories are included).  
*Optional: Fill in the product information (i.e. racks washed per day, fuel type, operating days per year, etc.) or use the default data included in the Calculator.*
4. Click the link at the bottom of the tab and you will be taken to the "RESULTS SUMMARY TAB."
5. Review the results and provide your customer with the benefits of purchasing ENERGY STAR equipment: annual savings, lifecycle cost, return on investment, and quality.

**Savings Calculator for ENERGY STAR Certified Commercial Kitchen Equipment**  


ENERGY STAR CFS Equipment

1



# Before we dive in...

# Utility Business Models

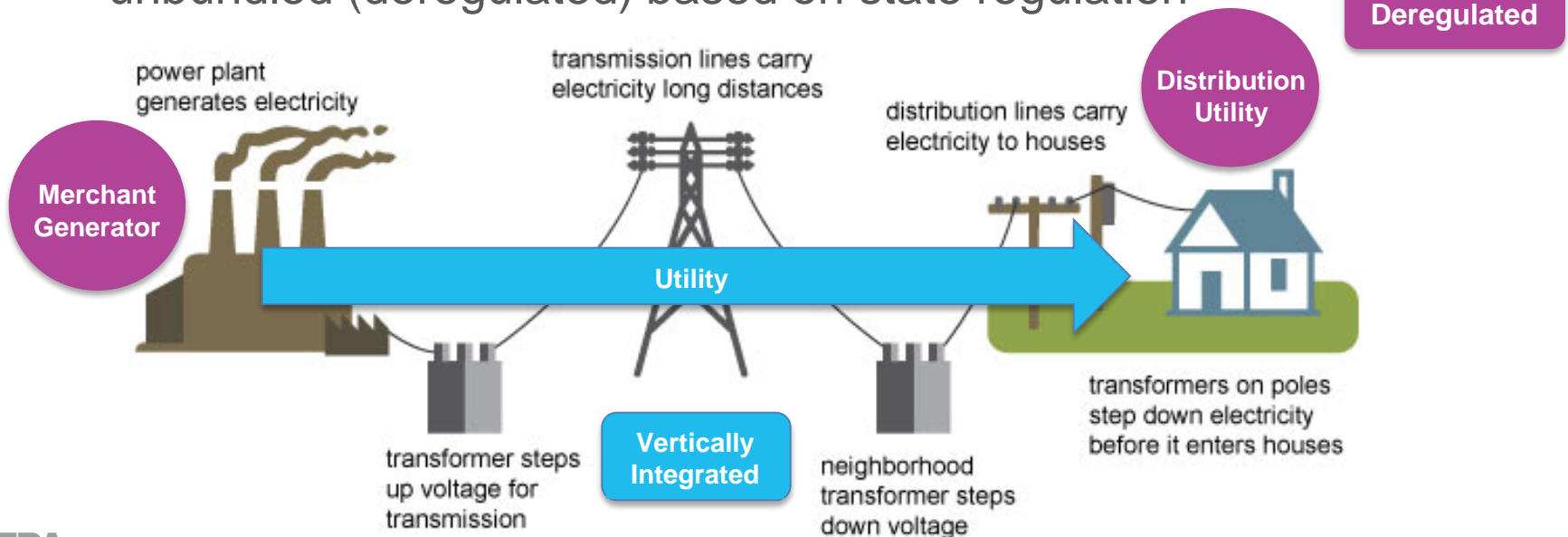
- Different types of utility ownership

Municipal Utility  
“Muni”

Electric  
Cooperative  
“Co-Op”

Investor Owned  
Utility  
“IOU”

- Utility services may be bundled (vertically integrated) or unbundled (deregulated) based on state regulation





*Hmm...*

Why would my utility want to pay me to use less energy?



# Why Utilities Run Energy Efficiency Programs & Why They're All Different

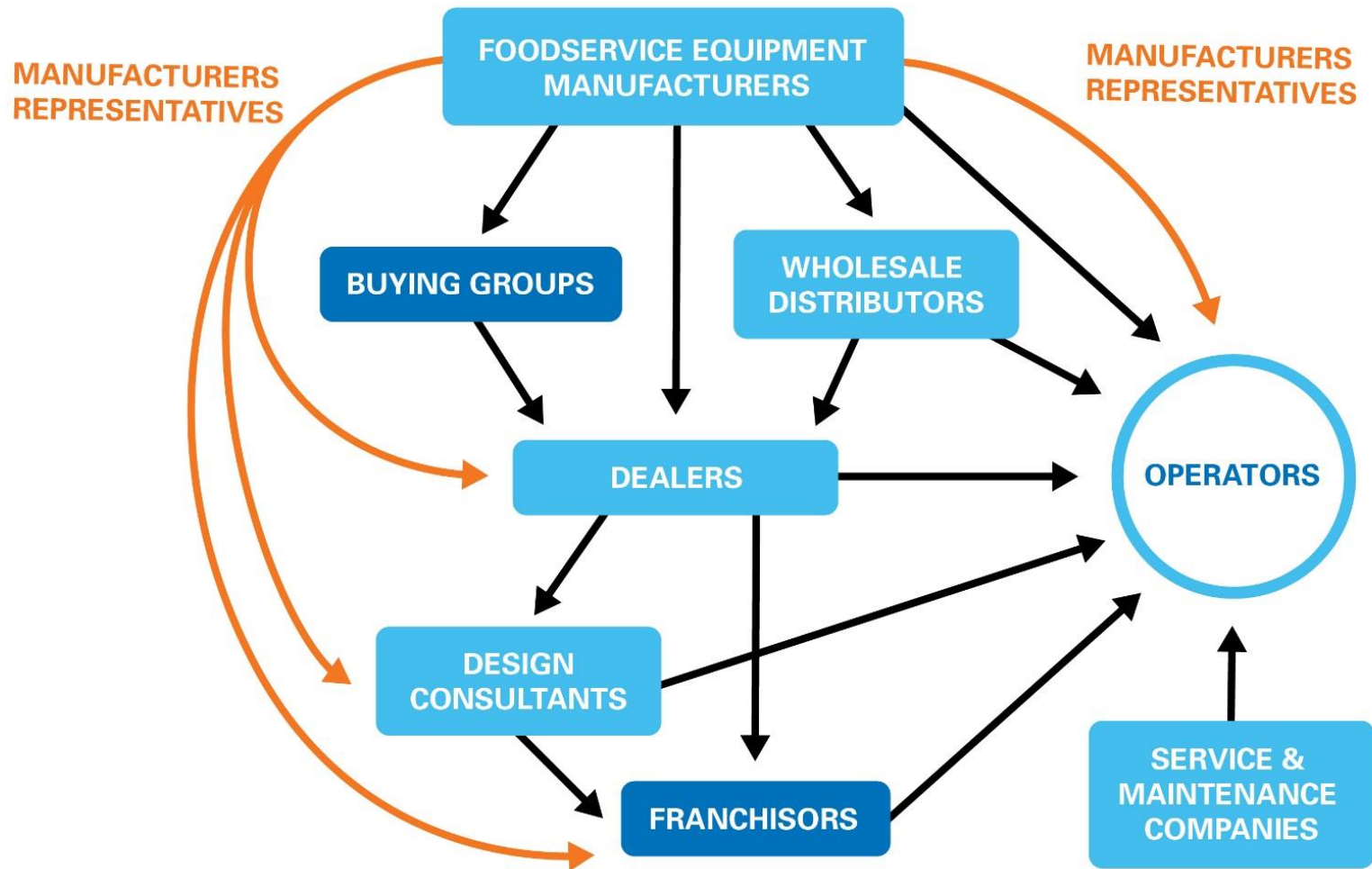
- IOUs (and some munis and co-ops) are required by a state utility commission or state legislation to meet **voluntary or mandatory energy efficiency goals**, or to provide “least cost service.”
- Energy efficiency can be less expensive than investing in building new generation or buying additional power from the market (and in some cases investing in other electric system infrastructure).
  - **This is referred to as avoided costs.**
- Energy efficiency also decreases utility revenues; some but not all utilities are compensated for those losses.
- There is significantly more funding in electric efficiency than in gas efficiency programs.



# How Utilities Decide to Invest in Equipment Rebate Programs

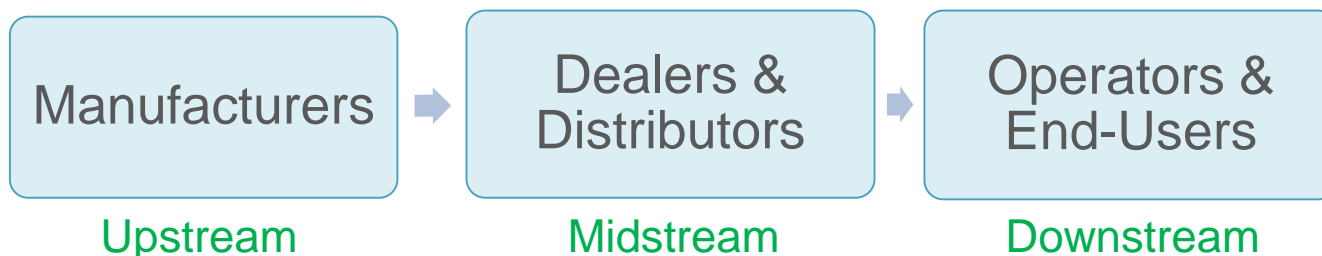
- Efficient option is well delineated (e.g. **ENERGY STAR**).
- **Energy savings can be quantified** with reasonable precision.
- Baseline market conditions are known (e.g., energy consumption of non-efficient product, market share of efficient/inefficient product).
- Utility investment is likely to influence customer's decision (e.g. incentive will reduce initial cost and **influence customer to buy more efficient product**).
- After-the-fact evaluation will likely find that the utility program influenced the customer's decision and that the associated energy savings are quantifiable.
- Investment passes **cost effectiveness tests** mandated by the state's utility commission for evaluating the efficiency investments.
- One key parameter in these tests is **avoided costs**; when there is excess generation capacity/supply in the market place, energy efficiency programs have a harder time passing cost effectiveness tests.

## Foodservice Industry Map



# Energy Efficiency Program Terminology

- Utilities focus resources at different levels to influence supply and demand of efficient equipment
- ***Terms***



- Downstream rebates (typically mail-in) targeted at end-users is a common incentive strategy
- Utilities are transitioning to midstream to engage market actors up the supply channel and increase participation

## Foodservice Industry Map

